

ORDER



KSJV

Orders	Order / Rev:	104088	Primary AE:	Amy McCreary
	Alt Order #:	06831602	Sales Office:	BLPHI
	Product Desc:	Crossroads GPS	Sales Region:	National
	Estimate:	754		
	Flight Dates:	07/27/12 - 08/06/12		
	Original Date / Rev:	07/06/12 / 07/06/12		
	Order Type:	GENERAL		
Agency	Name:	Crossroads Media, LLC	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		66 Canal Center Plaza	Agency Commission:	15%
		Alexandria, VA 22314		
Advertiser	Name:	Crossroads GPS	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PLI2,PLC01-Democrat	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSED, GEN		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	16	\$25,050.00	\$21,292.50
07/30/12	08/06/12	60	\$52,000.00	\$44,200.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	16	\$25,050.00	\$21,292.50	0.00
August 2012	60	\$52,000.00	\$44,200.00	0.00
Totals	76	\$77,050.00	\$65,492.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSJV	31%	\$77,050.00
Market	100%	\$248,548.39

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$74,564.52
KLVX	0%	\$0.00
KSJV-	0%	\$0.00
KTNV	20%	\$49,709.68
KTUD	1%	\$2,485.48
KVUU	17%	\$42,253.23
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$2,485.48

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSJV	07/29/12	07/29/12	Wake Up Early w/ Wagners		430a-5a	-----S	:30	1	\$150.00	2	0.00	NM	1	\$150.00

Wake Up Early Wagners

WAKE UP EARLY W/ THE WAGNERS

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 104088
 Alt Order #: 06831602
 Flight Dates: 07/27/12 - 08/06/12

Advertiser: Crossroads GPS
 Product Desc: Crossroads GPS
 Estimate: 754

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/29/12	07/29/12	Wake Up Early w/ Wagn@M		430a-5a	S	:30	1	\$150.002	0.00	NM		1	\$150.00
Wake Up Early Wagners															
WAKE UP EARLY W/ THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S		1				\$150.00		0.00			
E 2	KSNV	07/30/12	07/30/12	Wake Up Early w/ Wagn@M		430a-5a	M-----	:30	1	\$150.002	0.00	NM		1	\$150.00
Wake Up Early Wagners															
WAKE UP EARLY W/ THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	M-----		1				\$150.00		0.00			
E 3	KSNV	07/31/12	07/31/12	Wake Up Early w/ Wagn@M		430a-5a	-T-----	:30	1	\$150.002	0.00	NM		1	\$150.00
Wake Up Early Wagners															
WAKE UP EARLY W/ THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-T-----		1				\$150.00		0.00			
E 4	KSNV	08/01/12	08/01/12	Wake Up Early w/ Wagn@M		430a-5a	--W----	:30	1	\$150.002	0.00	NM		1	\$150.00
Wake Up Early Wagners															
WAKE UP EARLY W/ THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--W----		1				\$150.00		0.00			
E 5	KSNV	08/02/12	08/02/12	Wake Up Early w/ Wagn@M		430a-5a	---T---	:30	1	\$150.002	0.00	NM		1	\$150.00
Wake Up Early Wagners															
WAKE UP EARLY W/ THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	---T---		1				\$150.00		0.00			
E 6	KSNV	08/05/12	08/05/12	Wake Up Early w/ Wagn@M		430a-5a	-----S	:30	1	\$150.002	0.00	NM		1	\$150.00
Wake Up Early Wagners															
WAKE UP EARLY W/ THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S		1				\$150.00		0.00			
E 7	KSNV	08/06/12	08/06/12	Wake Up Early w/ Wagn@M		430a-5a	M-----	:30	1	\$150.002	0.00	NM		1	\$150.00
Wake Up Early Wagners															
WAKE UP EARLY W/ THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1				\$150.00		0.00			
E 8	KSNV	07/27/12	07/27/12	M-F 5-6a WakeUp w/Wagn@M		5-6a	----F--	:30	1	\$400.001	0.00	NM		1	\$400.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/27/12	07/29/12	----F--		1				\$400.00		0.00			
E 9	KSNV	07/30/12	07/30/12	M-F 5-6a WakeUp w/Wagn@M		5-6a	M-----	:30	1	\$400.001	0.00	NM		1	\$400.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	M-----		1				\$400.00		0.00			
E 10	KSNV	07/31/12	07/31/12	M-F 5-6a WakeUp w/Wagn@M		5-6a	-T-----	:30	1	\$400.001	0.00	NM		1	\$400.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-T-----		1				\$400.00		0.00			
E 11	KSNV	08/01/12	08/01/12	M-F 5-6a WakeUp w/Wagn@M		5-6a	--W----	:30	1	\$400.001	0.00	NM		1	\$400.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--W----		1				\$400.00		0.00			
E 12	KSNV	08/02/12	08/02/12	M-F 5-6a WakeUp w/Wagn@M		5-6a	---T---	:30	1	\$400.001	0.00	NM		1	\$400.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	---T---		1				\$400.00		0.00			
E 13	KSNV	08/03/12	08/03/12	CM	5-6a		----F--	:30	1	\$400.001	0.00	NM		1	\$400.00

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Alt Order #: 06831602
Flight Dates: 07/27/12 - 08/06/12

Advertiser:	Crossroads GPS
Product Desc:	Crossroads GPS
Estimate:	754

KSNV

Order / Rev: 104088
Alt Order #: 06831602
Flight Dates: 07/27/12 - 08/06/12

Advertiser:	Crossroads GPS
Product Desc:	Crossroads GPS
Estimate:	754

Order / Rev: 104088 Advertiser: Crossroads GPS
 Alt Order #: 06831602 Product Desc: Crossroads GPS KSNV
 Flight Dates: 07/27/12 - 08/06/12 Estimate: 754

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News 3 at 4											
				News 3 at 4											
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	M-----		1				\$700.00		0.00			
E 38	KSNV	07/31/12	07/31/12	News 3 at 4	CM	4-430p				-T-----		:30	1	\$700.00	1 \$700.00
				News 3 at 4											
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-T-----		1				\$700.00		0.00			
E 39	KSNV	08/01/12	08/01/12	News 3 at 4	CM	4-430p				--W----		:30	1	\$700.00	1 \$700.00
				News 3 at 4											
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--W----		1				\$700.00		0.00			
E 40	KSNV	08/02/12	08/02/12	News 3 at 4	CM	4-430p				---T---		:30	1	\$700.00	1 \$700.00
				News 3 at 4											
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	---T---		1				\$700.00		0.00			
E 41	KSNV	08/03/12	08/03/12	News 3 at 4	CM	4-430p				----F--		:30	1	\$700.00	1 \$700.00
				News 3 at 4											
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	----F--		1				\$700.00		0.00			
E 42	KSNV	08/06/12	08/06/12	News 3 at 4	CM	4-430p				M-----		:30	1	\$700.00	1 \$700.00
				News 3 at 4											
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1				\$700.00		0.00			
E 43	KSNV	07/27/12	07/27/12	M-F Early News	CM	5-630p				----F--		:30	1	\$1,000.00	1 \$1,000.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	----F--		1				\$1,000.00		0.00			
E 44	KSNV	07/30/12	07/30/12	M-F Early News	CM	5-630p				M-----		:30	1	\$1,000.00	1 \$1,000.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	M-----		1				\$1,000.00		0.00			
E 45	KSNV	07/31/12	07/31/12	M-F Early News	CM	5-630p				----F--		:30	1	\$1,000.00	1 \$1,000.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-T-----		1				\$1,000.00		0.00			
E 46	KSNV	08/01/12	08/01/12	M-F Early News	CM	5-630p				--W----		:30	1	\$1,000.00	1 \$1,000.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--W----		1				\$1,000.00		0.00			
E 47	KSNV	08/02/12	08/02/12	M-F Early News	CM	5-630p				---T---		:30	1	\$1,000.00	1 \$1,000.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	---T---		1				\$1,000.00		0.00			
E 48	KSNV	08/03/12	08/03/12	M-F Early News	CM	5-630p				----F--		:30	1	\$1,000.00	1 \$1,000.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	----F--		1				\$1,000.00		0.00			
E 49	KSNV	08/06/12	08/06/12		CM	5-630p				M-----		:30	1	\$1,000.00	1 \$1,000.00

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 Flight Dates: 07/27/12 - 08/06/12

Advertiser: Crossroads GPS
 Product Desc: Crossroads GPS
 Estimate: 754

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Early News															
M-F Early News															
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1	\$1,000.00			0.00					
E 50	KSNV	07/28/12	07/28/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	1	\$350.00	2	0.00	NM	1	\$350.00
News 3 Sunrise SATURDAY															
NEWS 3 AT SUNRISE no program 7/7,7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-		1	\$350.00			0.00					
E 51	KSNV	08/04/12	08/04/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	1	\$350.00	2	0.00	NM	1	\$350.00
News 3 Sunrise SATURDAY															
NEWS 3 AT SUNRISE no program 7/7,7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S-		1	\$350.00			0.00					
E 52	KSNV	07/28/12	07/28/12	News 3 Today - SATUR	CM	9am-930am	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
News 3 Today - SAT															
NEWS 3 TODAY/WKEND no program 7/28															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-		1	\$500.00			0.00					
E 53	KSNV	08/04/12	08/04/12	News 3 Today - SATUR	CM	9am-930am	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
News 3 Today - SAT															
NEWS 3 TODAY/WKEND no program 7/28															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S-		1	\$500.00			0.00					
E 54	KSNV	07/28/12	07/28/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
Sa-Su Early News															
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-		1	\$650.00			0.00					
E 55	KSNV	08/04/12	08/04/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
Sa-Su Early News															
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S-		1	\$650.00			0.00					
E 56	KSNV	07/27/12	07/27/12	Olympics Opening Cer	CM	730p-12a	----F--	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
Olympics Opening Ceremony															
OPEN CEREMONIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----F--		1	\$10,000.00			0.00					
E 57	KSNV	07/30/12	08/05/12	Olympics Late News 3	CM	11pm-12:35am	MTWTFSS	:30	7	\$1,000.00	7	0.00	NM	7	\$7,000.00
Late News during Olympics															
NEWS AFT OLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	MTWTFSS		7	\$1,000.00			0.00					
E 58	KSNV	08/06/12	08/06/12	Olympics Late News 3	CM	11pm-12:35am	M-----	:30	1	\$1,000.00	7	0.00	NM	1	\$1,000.00
Late News during Olympics															
NEWS AFT OLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1	\$1,000.00			0.00					
E 59	KSNV	07/30/12	08/03/12	Olympics Daytime Week	CM	9am-4pm	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
Olympics Daytime Weekdays															
OLY DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	MTWTF--		5	\$1,200.00			0.00					
E 60	KSNV	07/29/12	07/29/12	Olympics Daytime Week	CM	4am-6pm	-----S	:30	2	\$1,700.00	1	0.00	NM	2	\$3,400.00
Olympics Daytime Week															
OLY WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S		2	\$1,700.00			0.00					
E 61	KSNV	07/28/12	07/28/12		CM	4am-6pm	-----S-	:30	3	\$1,700.00	1	0.00	NM	3	\$5,100.00

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Flight Dates: 07/27/12 - 08/06/12

Advertiser:	Crossroads GPS
Product Desc:	Crossroads GPS
Estimate:	754

KSNV